

## Ongoing Research

### **Based on specific tasks or features:**

User testing  
Interviews  
Surveys

### **Based on ongoing data-gathering:**

Personas  
Competitive/market analysis  
Analytics  
Customer feedback

## Feature Design Process

- 1.) User story is created
- 2.) Create user flows (helps flesh out requirements/interaction)
- 3.) Wireframing/interaction design
- 4.) User testing
- 5.) Pass off for visual design if necessary (optional step)
- 6.) Development
- 7.) Acceptance testing